



## 2025 GEORGIA TRAVEL GUIDE – FAQ

**Q: What is the purpose of the Georgia Travel Guide?**

**A:** The purpose of the guide is to inspire travel to all corners of Georgia. From cover to cover, visitor needs are at the forefront, with all content driven by traveler sentiment and visitor data.

**Q: What's new about this year's guide?**

**A:** Explore Georgia has optimized the guide based on visitor and industry partner feedback. Changes to this year's guide include upgraded paper stock weight for interior pages, upgraded paper brightness to ensure vibrant editorial and sponsored content design, and enhanced cover design and layout.

**Q: How was the cover design chosen?**

**A:** This year, the guide will feature a layered, four-tab cover, each showcasing an image that represents one of the key types of destinations that most travelers are interested in visiting: mountains, cities, small towns, and beaches. This cover strategy captures Georgia's diverse geography and experiences while giving visitors a compelling visual experience. The four destinations featured on the cover tabs were selected based on website and social media data, creative testing results, and internal and external surveying.

**Q: How was the editorial content chosen?**

**A:** Multiple data streams, including traveler sentiment and feedback, current and emerging travel trends, and website and social media performance, informed the guide's editorial themes and featured destinations.

**Q: How were the images selected?**

**A:** The Explore Georgia team conducts photo shoots throughout the year to capture high-quality images that enhance our storytelling across various marketing channels, including the travel guide, social media, website, and email. Additional assets are sourced from user-generated content and partners as needed.

**Q: Are all cities/counties included?**

**A:** Due to limited space, the guide does not feature every Georgia city or county; however, all regions of the state are represented, with over 75% of the guide featuring communities outside of Metro Atlanta. Hotels, restaurants, attractions, and events across more than 100 cities and counties are featured throughout the guide. QR codes and other calls to action were strategically placed throughout the guide to drive readers to even more inspirational content on [ExploreGeorgia.org](https://ExploreGeorgia.org), where they can discover and engage with many additional destinations and experiences across the state.

**Q: How will Explore Georgia promote the guide?**

**A:** Throughout the year, the guide and its content will be promoted across Explore Georgia's website, e-newsletters, social media channels, and public relations efforts to inspire consumers to use the guide to plan their travels to and within Georgia.

**Q: I'd like to help promote the guide and my organization's inclusion. How can I do that?**

**A:** Explore Georgia has created a [partner toolkit](#) with sample social media posts and visual assets to help you promote the guide and showcase your organization's inclusion to your stakeholders.

**Q: How many guides will be printed, and when will they be available?**

**A:** This year's guide has a print circulation of 500,000 copies. It will be available to visitors and Georgia tourism partners in December 2024.

**Q: Is the guide free to travelers? How can they get one?**

**A:** Yes, the guide is free and available through several distribution outlets, including print guide requests on [ExploreGeorgia.org](#); digital access to the eGuide; the state's nine Visitor Information Centers; tourism partners across the state, including local CVBs and Chambers of Commerce, Georgia State Parks & Lodges, and attractions including the Georgia Mountain Fairgrounds; and private-sector partners including but not limited to the Georgia Aquarium and LakePoint Sports.

**Q: How do I become a distribution center?**

**A:** If you are not already displaying and distributing Georgia travel guides at your location and would like to be considered as a distribution center, please contact your Regional Tourism Manager.

**Q: How do I place a bulk order for the guide?**

**A:** Email your bulk order request to your Regional Tourism Manager, and they will work with you on arranging pickup or delivery of the guides.

**PLEASE NOTE:** The 2025 guides may arrive packaged in boxes mislabeled as 2024 guides. Please be sure to check inside the boxes to prevent accidentally discarding the new 2025 guides.

*You can find your organization's regional assignment with the [Partner Marketing Map](#).*

OPEN: [TourismPartnerInfo@georgia.org](mailto:TourismPartnerInfo@georgia.org)

Region 1 - Northwest, Region 2 - Northeast, Region 5 - East Central

Nija Torrence: [NTorrence@Georgia.org](mailto:NTorrence@Georgia.org)

Region 3 - Metro Atlanta, Region 4 - West Central, Region 6 - Middle

Sarah Anne Rhodes: [SRhodes@Georgia.org](mailto:SRhodes@Georgia.org)

Region 7 - East, Region 9 - South, Region 12 - Coastal

Lori Hennesy: [LHennesy@Georgia.org](mailto:LHennesy@Georgia.org)

Region 8 - West, Region 10 - Southwest, Region 11 - Southeast

**Q: How can I become an advertiser for the 2026 guide?**

**A:** For information about advertising in next year's guide, contact your Regional Tourism Manager. They can discuss opportunities with you and connect you with our agency representative at Miles Partnership.